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January 13, 1983

INTERIM PROGRESS REPORT

PUBLIC AWARENESS CAMPAIGN

A Working Group on Public Awareness was set up under the Committee on Special Projects in December. It includes public affairs and policy representatives from State, DOD, Commerce. and ACDA.

The group has begun to formulate an action plan for 1983 covering target audiences, types of media to be approached, and the messages to be transmitted.

In late December the group went over a classified DOD briefing to examine how the material could be presented to industry and trade groups. Commerce has suggested the use of their regional offices in this effort.

The Working Group agreed to move cautiously in this effort. The opening thrust should be with CEO's and their staffs in key high technology companies. From this personal approach, the campaign should widen to private seminars with trade associations and think tanks. After this base is established, the group proposes to begin a much broader media campaign.

The Working Group will hold several more meetings to place these initial ideas into a more comprehensive strategy. When this strategy paper is developed, it will be circulated inter-agency before it is presented to the Committee and the SIG.

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